

BlueShift Written Submission Criteria Sheet



Team Name: _____

CRITERION	5	4	3	2	1
Understanding of the business and the industry in which it operates	Demonstrates a clear and comprehensive understanding of the business and the industry in which it operates, drawing on broad and deep research. Uses excellent range of well selected and appropriate business analysis tools and frameworks.	Demonstrates a good understanding of the business and the industry in which it operates, drawing on broad and deep research. Uses very good range of well selected business analysis tools and frameworks.	Demonstrates some understanding of the business and the industry in which it operates, drawing on broad research. Uses sound range of business analysis tools and frameworks.	Demonstrates a basic understanding of the business and the industry in which it operates, drawing on basic research. Uses basic business analysis tools and frameworks, with some opportunities to develop and refine.	Does not demonstrate an understanding of the business and the industry in which it operates. Limited or incorrect use of business analysis tools and frameworks.
Recognition and understanding of the business issues	Clearly describes the business issues, identifying all contributing factors and the effect the issues have on the business. Provides a clear and very well structured summary of the organisation's current position.	Describes the business issues, identifying most of the contributing factors and the effect the issues have on the business. Provides a clear summary of the organisation's current position.	Attempts to describe the business issues, identifying some of the contributing factors. Provides a summary of the organisation's current position.	Demonstrates a limited understanding of the business issues and contributing factors are not clearly identified. Provides a basic summary of the organisation's current position.	Does not describe the business issue or mention any of the contributing factors. Limited discussion or weak summary of the organisation's current position.
Identification of an innovative business solutions and creative ideas	Uses creative ideas to develop and present innovative and practical business solutions, strongly justified by research. Provides a well justified recommendation, with budget and implementation timeline.	Uses creative ideas to develop and present innovative and practical business solutions, justified by research. Provides a sound recommendation, with budget and implementation timeline.	Uses creative ideas to develop and present innovative business solutions with some practical support and links to research. Provides a recommendation, with budget and implementation timeline.	Develops and presents sound business solutions, linked to research. Provides a recommendation, with budget and implementation timeline, but there are opportunities to develop or refine ideas.	Presents weak or unrealistic business solutions, with limited links to research. Recommendation is unclear or not well supported.
Written skills	Demonstrates a high level of effective written communication. The report is structured logically, and ideas flow coherently. The writing is clear, concise and persuasive. There are no errors in spelling, grammar or punctuation.	Demonstrates effective written communication. The report structure is logical, and ideas flow coherently. The writing is clear and uses There are few minor errors in spelling, grammar and punctuation.	Demonstrates satisfactory written communication. There is some use of structure and ideas mostly flow. There are some errors in spelling, grammar and punctuation	Demonstrates limited written communication skills. There is limited use of structure and the flow of ideas is not always logical. There are frequent errors in spelling, grammar and punctuation.	The business concept is not communicated. Expression is poor and the structure used is unclear. There are frequent errors that distract the reader.